

P-3: Calling all Quitters – Marketing the Washington Quit Line

Venue: Statewide

Goal: Promoting Cessation of Tobacco Use

Sponsoring Organizations: Sedgwick Road, MWW Savitt, Gilmore Research, and Department of Health (DOH)

Abstract: The Washington Quit Line served more than 9,000 tobacco users during its first year of operation. Marketing of the Quit Line was conducted using existing television ads obtained from the CDC media clearinghouse, brochures, small posters, and print media from the prevention campaign (Debi, Zack) “tagged” with the Quit Line number. Most people (approximately 47% for October through December 2001) who called the Quit Line had heard about it through television ads. These ads were broadcast in Eastern or Western Washington on a weekly rotating basis throughout most of the year, with call frequencies for Eastern and Western Washington residents fluctuating in a corresponding pattern. During June 2001, ads were run simultaneously in both Eastern and Western Washington for about a month, resulting in an extremely high call volume for that month. Examination of call patterns among special population groups indicates that television ads to promote the Quit Line may be more successful in some groups than others. Focus group research also indicated that the campaign to promote the Quit Line could be more effectively targeted. DOH is conducting further investigation to identify clear messages for the Quit Line promotional campaign, and to identify gaps in marketing efforts (perhaps among special population groups).

Recommendations: More investigation is needed to identify successful strategies for promotion of the Quit Line among some special population groups. Among the general population, television-marketing strategies have been quite effective, but could still benefit from refinement of messaging. Local support is critical to sustainable promotion strategies for the Quit Line (for example, through health care providers or community organizations). Local communities can also partner in marketing of the Quit Line to special population groups, who may not be as impacted by a marketing campaign directed toward the general population.

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